

What is claimed is:

1. A method transmitting advertising information, comprising:

- 5 receiving position information from a client;
determining a passage count of the client in a predetermined advertising information transmission area in which the position information belongs and storing the passage count; and
10 transmitting to the client advertising information according to the passage count of the client in the transmission area.

2. The method according to claim 1, wherein the advertising information according to the passage count of the client in the transmission area is transmitted to the client in response to
15 reception from the client of a request to transmit advertising information.

3. The method according to claim 1, wherein the advertising information is transmitted in the passage count of the client has
20 reached a predetermined value.

4. The method according to claim 1, wherein neighboring transmission areas are set up to overlap each other, and, in the overlapping portion of the transmission areas, advertising
25 information according to the passage count of the client in each

of the overlapping transmission areas is transmitted in accordance with predetermined rules.

5 5. The method according to claim 1, wherein the advertising information includes incentive information assigned to the client according to the passage count.

10 6. The method according to claim 1, wherein, when the client passes through the same transmission area two or more times within a predetermined period of time, the second passage and later are not counted.

15 7. The method according to claim 6, wherein, when the client passes through the same transmission area two or more times within a predetermined period of time, the transmission of the advertising information according to the second passage and later to the client is omitted.

20 8. The method according to claim 1, wherein the transmission of advertising information to the client is omitted as instructed by the client.

25 9. The method according to claim 1, wherein the transmission area is divided in transmission time periods, and a different piece of advertising information to be transmitted to the client in the

transmission area is registered for each transmission time period.

10. The method according to claim 9, wherein different pieces of advertising information according to the transmission area and
5 the transmission time periods are transmitted to the client.

11. The method according to claim 10, wherein when the client is passing through the transmission area, advertising information according to the passage count in the corresponding the transmission
10 time period is transmitted to the client.

12. A computer-readable program recording medium recorded with an advertising information transmitting program which causes a computer to execute the processing, comprising:
15 receiving position information from a client;
determining a passage count of the client in a predetermined advertising information transmission area in which the position information belongs and storing the passage count; and
transmitting to the client advertising information according
20 to the passage count of the client in the transmission area.

13. A method transmitting advertising information, comprising:
setting up conditions assigning incentive information
25 distinct from the advertising information in a predetermined

advertising information transmission area;

receiving position information from a number of clients;

determining the state of passage of each of the clients in the transmission area in which the position information from the

5 clients belong; and

assigning the incentive information to the client or clients that meet the conditions on the basis of the state of passage.

14. A method receiving advertising information, comprising:

10 transmitting position information of a client sequentially to a server;

receiving from the server advertising information according to the count of passage through that transmission area at that time, when passing through an advertising information transmission area

15 in which the position information belongs.

15. A computer-readable program recording medium recorded with an advertising information receiving program which causes a computer to execute the processing, comprising:

20 transmitting position information of a client sequentially to a server;

receiving from the server advertising information according to the count of passage through that transmission area at that time, when passing through an advertising information transmission area

25 in which the position information belongs.

16. A method receiving advertising information, comprising:
transmitting position information of a client sequentially
to a server;

- 5 transmitting a request for transfer to the server;
 receiving the count of passage through a transmission area
for the advertising information at the time of transmission of the
transfer request or corresponding incentive information to the
passage count; and
- 10 storing the received passage count or incentive information
on a portable external storage medium.

17. A method receiving advertising information, comprising:
receiving a transmission area management database which
- 15 defines transmission areas for advertising information;
 retrieving from the database a count of passage through the
transmission area through which it is passing based on position
information of a client, and storing the count of passage;
- transmitting to the server a request for transmission of
- 20 advertising information and the passage count; and
 receiving from the server advertising information according
to the passage count in the transmission area at time of the
transmitting.